

**GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA**

UNSTARRED QUESTION NO:2871
ANSWERED ON:09.08.2001
OPENING OF HEALTH RESORTS
S. SAIDUZZAMAN

Will the Minister of TOURISM AND CULTURE be pleased to state:

- (a) whether India continues to lag behind in attracting large scale tourists;
- (b) if so, whether there is need for a re-orientation in these policies as brought out by Subash Goyal in his recent Book Poverty Eradication and Economic Development through tourism and as outlined recently by the CII as reported in Alert Times weekly New Delhi dated 16-24 June, 2001;
- (c) whether the Government are aware that Ayurveda treatment in its ancient pristine and authentic form has been attracting lots of attention specially after the successful professional running of four Ayurvedic Health Resorts by Kairali Ayurvedic Health Resorts Limited at its 50 acre modern farm at Palakkad, Kerala built on Vaastu Shastra principles and three other centres at Delhi, Khajuraho, Sharjah which are attracting lots of foreign visitors and earning foreign exchange both through herbal medicines and treatment;
- (d) whether the Government propose to support such forward looking motivated organizations in the overall national interest and also encourage tourism, badly needed for the country, by opening more centres and providing them with fullest possible encouragement; and
- (e) if so, the details thereof?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI ANANTHKUMAR)

- (a) According to available figure, there had been a growth of 6.4% in foreign tourist arrivals during the year 2000 as compared to the year 1999. A growth of 3.4% in tourist arrivals has also been registered during first six months of the current year as compared to corresponding period of previous year.
- (b) Policies are constantly evolved and modified based on inputs and feedback from the various stakeholders of tourism sector.
- (c) to (e) The blending of pure Ayurveda with tourism has led to enhancement of brand value as well as room nights. Both State and Central Governments have given publicity and marketing support.